

HOW TO ATTRACT STUDENTS: SELLING YOUR PROGRAM

PANEL SESSION

Moderator:

Curt White, Rosary College

Panelists:

*Ruth Barton, Michigan State University
Bill Frederick, Indiana Purdue Fort Wayne
Cyrus Grant, Rosary College
Jim Streib, Olivet College
Rosalee Wolfe, DePaul University*

Each of the following topics will be introduced by the moderator who will then allow each panelist to introduce his/her school's solution or desired solution:

- Accreditation: Is it worthwhile? Does it attract students?
- Associate degrees: Does your school offer them? If not, why not? If yes, do they lead to good jobs or dead-end jobs?
- Certificate programs: Does your school offer them? Describe the types of certificates. Do they draw students?
- Masters degrees: Does your school offer one? Is it worth the expense? Does your Masters degree go beyond a B.S., or is your Masters a retraining for other disciplines? Do you offer hot topics, or do you offer a vanilla degree?
- Transfer-in programs: Do you allow credits to transfer in from two-year colleges? Do you have a program established for doing this?
- Recruitment techniques: What do you use at your school? What would you like to use?
- Program emphasis: What is the emphasis of your program? Do you feel your program attracts students?
- Advertisements: What, if any, advertising do you use to recruit students? Is there personal contact?

The moderator and panelists will follow a basic script to provide continuity in discussion. The moderator will pose a question, then call on select panelists to present their view. The panelists have been chosen from a variety of schools in the hope that differing opinions will be presented. Time will be allotted at the end for questions from the audience.